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A

Ph.D. Final Synopsis on

"Services Offered and Travelers Satisfaction in Maharashtra State: A Study of Five Star Hotels"

In

Management & Commerce

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Final Synopsis

Introduction:

Hotels and hospitality businesses have been around since the beginnings of civilization; records are shown of accommodations that offer guests hospitality since the middle-ages and the times of the great *Greek* and *Roman* empires. Since then, businesses have been gathering as much information as possible on how to improve the quality of their hotel and how to stand out among the hundreds of thousands of hotels worldwide. As time goes on, the tourism and hospitality industries are predicted to continue increasing as individuals strive for a better quality of life in this ever-changing world.

The primary objective of the hotel industry is to provide its guest with a comfortable luxurious stay with ample amount of services and supplies. These services and supplies most importantly include provision of ample amount of water, optimum quality of linen and towels, exotic and good quality food, lighting, air conditioning and transport services. Organizations across the globe, in all sectors, try and develop products and services with reduced environmental impact as a part of socially accountable practices, however organizations additionally also follow safe environment practices so as to ascertain themselves in a very new niche for customers with environmental concerns.

In the era of post-crisis, luxury spending has been growing steadily due to consumer demand. The global luxury market is currently estimated to be 1.2 trillion euros, and 80 percent of this growth has been contributed by luxury products and luxury services. In the tourism and hospitality industry, the concept of luxury is gaining attention. In the developed countries such as the United States and the United Kingdom, understanding customers' behaviour in the luxury industry is important because of its impact on the national and global economy. Asia has emerged as the new luxury market for hotels and tourism, especially for the millennial who demand affordable luxury services recently, also in India, luxury markets have been gaining importance due to their supply chain dominance, technological innovation and international investment.

The main objective of this research is to understand the 'Services Offered' and 'Travellers Satisfaction' in Maharashtra State with special reference to Five Star Hotels. In order to achieve the objectives, the authors used qualitative content analysis and revealed the important attributes of luxury hotel customers' satisfaction. The major contribution of the present study is related to understanding the changing nature of hospitality and tourism industry in Maharashtra of India. The study provides a comprehensive review of customers' behavior in the luxury hotel context, along with reviews of literature in this domain. Regarding key concepts and attributes related to service quality of luxury that intend to shape future research directions. Some managerial implications for luxury service providers to understand how services quality can help luxury hotel brands to attain positive word of mouth behavior, are also provided. Based on this literature review, a theoretical framework for this research was established, as shown in the research frame. In this research, the main objective entailed analyzing the one-to-one connection between service quality and client satisfaction.

Five Star Category Hotels:

The most luxurious and conveniently located hotels in India are grouped under Five Star Hotel categories. Five-star hotel in India are globally competitive in the quality of service provided, facilities offered and accommodation option. These are top of the line hotels located mostly in big cities. These hotels provide all the modern facilities for accommodation and recreation matching international standards in hospitality. Luxury hotels caters to the upscale business and leisure travelers, these hotels cater to the clientele who demand the very highest levels of services the room rental charges of these hotels are also high as compared to the other category of hotels famous luxury brands of hotel includes Taj, Oberoi, Hyatt, Holiday Inn, Marriott to name a few.

These hotels offer spacious and luxurious accommodations throughout the hotels, matching the best international standards. The interior design should be of high quality with great deal of attention given to each and every detail of the hotel, comfort and elegance. The furnishing should be of rich and best quality. The service should be formal, well supervised and flawless. The restaurants should demonstrate high level of technical skills. The staff should be highly professional, knowledgeable, courteous, and helpful in all aspects of customer care, combining efficiency and courtesy.

Services Quality of Hotel Industry:

In hotel industry, service quality in terms of both customers' expectation and customers' perception could lead to customer loyalty, enhanced image, reduced costs and increased business performance. One of the most important factors affecting hotel business performance is the improvement in service quality, which is important for creating financial benefit leading to a long-term competitive advantage for the hotel. In the context of hotel industry, other attributes, such as imprecise standards, short distribution channels, reliability and consistency, face-to-face interaction, and fluctuating demand, have been identified for the task of defining and measuring service quality.

Hotels are institutions that are customer-centric. The service quality delivered to consumers shapes the guest experience and therefore represents an important part of the operation of hotels as their main objective is to meet customers' needs. To meet customers' needs and achieve guest satisfaction, hotels can choose from a variety of design options and conduct proper planning, including the choice of services cape as well as resource flows.[25] Thereby, providing a more enjoyable experience for guests as well as improving revenue flows. The guest experiences are cognitive as well as affective. In the process of creating guest experiences, keeping up with guests' requirements, preferences, and needs, as well as tracking the customer's perception of what they experience is essential. The perceptions of the service quality arise as a result of the guests' comparing the expectations they had before experiencing the service versus the experience itself.

The motive of every business is to create and serve their customers, but the biggest challenge faced by business is how to satisfy them, retain and ensure their loyalty for the lifetime of the business. In the face of increasing competition, the hotel business is seeking new tools to create competitive advantages. Therefore, it is putting a large amount of effort into selecting the best tools or methods to measure service quality development. In hotels, the tangible and intangible products are highly intertwined and have greater impact on guests‟ assessment of service quality.

Review of Literature:

Each and every research work, its planning and execution is highly dependent on the thorough review of literature on the subject. This helps the researcher to familiarize with work already been done and also helps to trace down the gaps, the unexplored area and those research problems that have not been covered or considered earlier, for future considerations and studies. The prominent studies pertaining to customer preferences, perceptions, satisfaction and service quality in hospitality sector, have been discussed below. This literature review is drawn from several studies from various scholars and researchers. This piece of literature outlines the direct correlation between service quality and contentment amongst customers. A conceptual framework is also included in the review of literature.

Research Gaps Identified Based on the Survey of Literature:

There are many studies on the customer satisfaction and characteristics of hotels. It is very important to find out the influencing factors of five-star hotel customer satisfaction. There exists conflicting research regarding the direct interconnection between service quality and client satisfaction. Researchers have not made a unanimous stand regarding this issue. As a result, more research needs to be done to determine the clear and actual connection between the standard of service and customer satisfaction. The factors affecting client satisfaction have not been clearly illustrated in these literatures. More research is needed concerning how and to what proportions these mentioned factors influence customer satisfaction.

It cannot be undermined that a large amount of studies has been conducted in the area of service quality in hospitality sector. However, most of these studies measure service quality provided by five star hotels in a customized manner, instead of considering SERVQUAL as an all-embracing tool. These studies observe service quality as two factors, three-factor or in few cases as ten-factor phenomena depending on the context of the research. Moreover, it is difficult to identify any study which undertakes the measurement of service quality with special reference to travellers. This creates a huge research gap and categories of travellers might be distinct. This gap in previous research needs to be plugged in to develop concrete strategies for the future in the hospitality sector to help meet the demands of the travellers. For the purpose of the current study, the researchers shall take an all-inclusive view of service quality dimensions with special reference to travellers of five star hotels in Maharashtra state.

Research problem:

Customer satisfaction is an important aspect of every successful business including the hotel industry. In that regard every business should strive to have a good relationship with its customers to enhance loyalty and thus increase its profitability. However, many hotel managers face problems trying to satisfy their customers and end up experiencing high levels of customer dissatisfaction. The problem can be solved by learning customer needs and using the knowledge to increase satisfaction. This thesis digs deeper into different ways of improving customer satisfaction in five star hotels.

Aim of the Study:

This research aims to determine the impact of service quality on customer satisfaction in the five star hotels in Maharashtra state of India. It seeks to determine the direct correlation between service provided and customer perception regarding the service. The study's objective is to establish how an increase or decline in service quality affects customer feedback. This study aims to use the dimensional models as a basis for showing how customer satisfaction relates to the services rendered. This research seeks to determine how dimensions of service quality determine the nature of customer satisfaction. The research also seeks to determine whether customer satisfaction relies exclusively on service quality or other factors that control it. Additionally, the study defines how dimensions such as ***Access, Communication, Competence, Courtesy, Credibility, Reliability, Responsiveness, Security, Tangibility and Understanding*** impact customer satisfaction in the five star hotels. The objective is to describe the nature of the impact of each dimension on customer satisfaction. Apart from customer satisfaction, the study also aims to determine how the dimensions directly affect the quality of hotel services.

Determinants of Service Quality in Five Star Hotel:

Measuring service quality is a crucial aspect of quality improvement. This factor is because measurements help generate feedback concerning service provision and whether customer needs have been met. Various scholars have developed studies to assess the essential models that can measure service quality within organisations. *Hapsari (2017)* outlined ten attributes that influence service quality. These attributes were based on customer perception. These factors have been illustrated in the table below.

Table: The Ten Dimensions of Service Quality:

Sr.	Dimension	Description
1	Access	Ease of approach and contact.
2	Communication	Keeping customers informed in a language that they can understand.
3	Competence	Possession of the skills and knowledge required to perform the service
4	Courtesy	Politeness, respect, friendliness, clean and neat appearance.
5	Credibility	Honest, trustworthiness, having customers' best interest at heart.
6	Reliability	Getting in right first time, honouring promises, dependability.
7	Responsiveness	Willingness or readiness to provide service, timelines.
8	Security	Physical and financial, confidentiality.
9	Tangibility	Physical evidence of service (Facilities, Tools, Equipment)
10	Understanding	Knowing the customer, his needs and requirements.

Research Approach:

The most prevalent research approaches in social sciences and humanities are '*quantitative*' and '*qualitative*' research. Moreover, the social science research can be conducted within a quantitative or qualitative or mixed context. By considering two research approaches qualitative and quantitative, this research covers both. Being qualitative research, the researcher will be studied various qualitative aspects and attributes. Research is quantitative in the sense that researcher has quantified the responses received from respondents to draw the logical conclusions from them. Thus the study will be conducted based on the research approaches of mixed research method.

Research Methodology:

This study aims at gaining first-hand information about the perception of the customers towards their satisfaction level. The research design used is exploratory research. Qualitative and quantitative methods of research will be used to collect the data for the research. This included collecting both primary and secondary data to make the research comprehensive and credible. Interviews and questionnaires were used to collect first-hand information while a review of the past literature provided the secondary data. Secondary data is collected from books, journals, magazines, publications, newspapers, internet, Incredible India, Ministry of tourism website. The primary data will be collected by using the survey method that is by getting questionnaires filled by the customers who visited the selected five star hotels in Maharashtra state. In the context where five-star hotel respondents may have different perceptions on service quality and levels of satisfaction with the services of hotels depending upon their expectations and experiences during their stay, it is considered essential to ascertain how satisfied they are with selected five star hotels. Sample respondents are selected from different strata viz., Business travellers, leisure, Professional, Government, Self-employed and others. Local and foreign customers who had stayed (*at least overnight*) at the selected five-star hotel, located in district places.

Objectives of the study:

The present study examines the quality of services provided by five star hotels and travellers' satisfaction in Maharashtra. The specific objectives of the study are as follows:

1. To review of travellers' perception towards Service Quality Dimensions of five star hotels in Maharashtra.
2. To analyse the factors affecting customers in selection of five star hotels in Maharashtra.
3. To learn about the various services offered by the five-star hotel in Maharashtra
4. To understand what the guests expects from five star hotels in terms of service quality
5. To evaluate the effectiveness of five-star hotel's benchmark sustainable practices.
6. To study the satisfaction level of travellers of five star hotels of the five key dimensional model.
7. To suggest the improvement in the service gaps.

Hypotheses Formulation:

To give a specific focus to the objectives, hypotheses have been framed to test the objectives in clear terms using appropriate statistical tools. It necessitates the development of hypotheses at each and every stage of the analysis. Following null-hypotheses were formulated for the study.

Hypothesis No. 01:

- Travellers' perception towards Dimensions of Service Quality of Five Star Hotel in Maharashtra is low.
- Travellers' perception towards Dimensions of Service Quality of Five Star Hotel in Maharashtra is high.

Hypothesis No. 02:

- Travellers' satisfaction is not influenced by interaction tactics used in five star hotels in Maharashtra.
- Travellers' satisfaction is influenced by interaction tactics used in five star hotels in Maharashtra.

Hypothesis No. 03:

- H_0: Travellers are not satisfied with overall services provided by Five star hotels in Maharashtra.
- H_1: Travellers are satisfied with overall services provided by Five star hotels in Maharashtra.

Sample Design:

A sample design is a specific plan for achieving a sample from a given population. It refers to the procedure that the researcher adopts in selecting items for the sample. There were 78 five star hotels in 10 districts of Maharashtra state. Out of them 50 per cent district i.e. 5 districts are selected where maximum number of five star hotels were existing. 10 five star hotels from Mumbai, 5 hotels from Pune, 2 hotels from Aurangabad, 2 hotels from Nagpur and 1 hotel from Nashik is selected. 25 travellers from each 5 star hotel is selected for the study.

Table: Sample Design.

Sr.	District	Name of 5 Star Hotel	No. of Samples (Travellers) Selected
1	Mumbai	Trident, Bandra Kurla	25
2		The Lalit Mumbai	25
3		JW Marriott Mumbai Juhu	25
4		The Leela Mumbai	25
5		The Taj Mahal Palace	25
6		Radisson Blu Mumbai	25
7		The Oberoi Mumbai	25
8		Novotel Mumbai Juhu Beach	25
9		Grand Hyatt Mumbai	25
10		Sun-n-Sand Hotel, Mumbai	25
11	Pune	Radisson Blu Hotel Pune	25
12		Hyatt Pune	25
13		Conrad Pune	25
14		JW Marriott Hotel Pune	25
15		Novotel Pune Nagar Road	25
16	Aurangabad	Welcome Hotel Rama International	25
17		The Ambassador Ajanta	25
18	Nashik	Radisson Blu, Nashik	25
19	Nagpur	Le Meridien Nagpur	25
20		Radisson Blu, Nagpur	25
	Total:		**500**

Research Instrument:

The study employed a questionnaire as the most convenient tool for gathering data on the visitors. It could reach a considerable number who can write and read independently. After studying the previous literature to generate the logical framework, a questionnaire is established. The questionnaire is settled in English and at that time, translated to get applied suitably to wide-ranging study. The exceptional questionnaire for the research included forty question objects on customer satisfaction as well as service quality. Each respondent will be given and requested to answer the same established questions in a prearranged instruction in this technique. The questionnaire will be paper-based. The questionnaire will be open and closed-ended to get the respondents' opinion.

SERVQUAL Model:
This measurement model serves to modify the SERVQUAL technique based on conceptualisation and evaluation of service quality. SERVQUAL is used to elaborate on the aspect that service quality relies on consumer attitude. This model is used to evaluate the quality of service with a closer emphasis on the performance aspect. The performance is the surest way to evaluate customer perception concerning service quality. Similar to SERVQUAL model entails the use of the five-dimensional aspect. Therefore, this factor makes SERVQUAL the most suitable method to measure service quality on the basis of customer satisfaction. This research therefore used the SERVQUAL model to evaluate customer satisfaction with the five-star hotel. This model illustrates that customer expectations are less significant towards measuring service quality provision in five star hotels.

Pre-testing of the Questionnaire:
Pre-testing of the questionnaire will be conducted with Twenty-five travellers. 500 local and foreign customers will be selected from those who were available for the study based on random sampling. The major data collection tool will be a questionnaire, developed using a five point (1 to 5) Likert scale. The demographic data of customers i.e. age, gender, nationality, education level, Income status, purpose of visit, etc. will be collected during the interviews. The questionnaire will be designed to provide an assessment of the gap between the desired and actual performance, together with a ranking of the importance of service criteria.

Data Analysis:
Before processing the data collected for analysis, all the questionnaires administered during research underwent editing to enhance data completeness and accuracy. Analysis and interpretation of the quantitative data collected were then carried out based on the study objectives. Data will be analysed by using descriptive statistics. Descriptive statistics such as frequencies, percentages and averages were employed. Simple percentages, chi-square tests, and correlations were employed in the process of drawing inferences. A Likert scale is a method of measuring attitudes, ordinal scale of responses to a question or statement, ordered in hierarchical sequence from 'strongly negative' to 'strongly positive'; used mainly in behavioural science and psychiatry. In *Likert's* scale method, A person's attitude is measured by combining *(adding or averaging)* their responses across all items.

Data Usage:
For analysis and interpretation, only primary data will be used. However for conclusion and recommendations both the primary and secondary data along with the verbal knowledge and information although obtained from respondents, though they are outside the parameters of questionnaire were also included. The data collected from these sources will be analysed by using various tools like percentage, Simple average, chi-square test, etc.

Data processing:
After the completion of data collection, filled up interview schedules were edited properly to make them ready for coding. Interview schedules will be coded numerically in different numbers from serial numbers to enable the researcher to enter the data systematically and efficiently and to maintain no missing interview schedules. The processing of data will be done through computer software. Data screening will be performed through the frequency to assure check for any error.

Period of Study:
The researcher will be carried out the field work for this study. The survey will be conducted during the year 2023-24. The observations made on the consumer preference and perception towards various five star hotels for a span of three years i.e., 2021-22 to 2023-24. It will help the researcher to understand the travellers' preference, perception and satisfaction and to draw appropriate findings and suggestions.

The Scope and limitations of Study:
The scope of the study is limited to the five star hotels in Maharashtra State only. Only 20 five star hotels will be chosen for the study, though these accommodations should suffice to give a sufficient sample of what life

is like for all five-star establishments. A simple questionnaire was developed, with the help of the travellers of these hotels of the five-star classification systems, and then put to use for the study's purposes to extract data from 500 respondents. Since the study is based on five star hotels in Maharashtra state, it may not be the same in other parts of the country.

Implication of the Study:

This research undertaking will be of great significance to service quality managers within the hotel industry. It will serve as a foundation of data that will clarify the importance of having excellent services and also its effect on client fulfilment. This factor enables hotels increase their market dominance. The study will be of significance to the marketing managers of organisations to know the importance of hotels offering quality services and how they play an essential role in growing customer satisfaction. This information will help marketing managers enhance their services to improve the hotel's image and sales. They need to know that they are the most critical asset of a hotel, and they determine whether the service being offered will be of high quality or not. This study will help them recognise their importance in hotels and how to relate to their customers to ensure high customer satisfaction.

Chapter Scheme:

The research study divided in to the following 7 chapters.

1. Introduction to Study.
2. Review of Literature & Research Methodology.
3. Travellers' Satisfaction and Customer Services.
4. An Overview of Five Star Hotel Industry.
5. Data Analysis and Interpretation.
6. Findings, Conclusions and suggestions.

Findings, Conclusions & Suggestions:

The key finding from our study:

- The finding revealed from the data analysis that - 69 (13.80%) respondents visited or stayed in the five star hotel for the purpose of official government meeting; 166 (33.20%) respondents visited or stayed in the five star hotel for the purpose of Business dealing, meeting, seminar, meet, etc., ; 93 (18.60%) respondents visited or stayed in the five star hotel for the purpose of family functions - Marriage, Celebrations, Visits, Personal work, etc.; 114 (22.80%) respondents visited or stayed in the five star hotel as a Tourist; and 58 (11.60%) respondents visited or stayed in the five star hotel for other different purposes.
- The finding revealed from the study that - 153 (30.60%) respondents were prefer Clean, Comfortable, Silent, all facilities, etc.; 86 (17.20%) respondents preferred Closed with Nature, City center, or Near to hotel accommodation; 68 (13.60%) respondents prefer Modern, Heritage type, Brand name, etc.; 70 (14%) respondents prefer those hotels that Provides - Good, Testy, Hygienic & quality foods; and remaining 123 (24.60%) respondents preferred all these factor while selecting the hotel accommodation.
- The researcher sort out 10 influencing factors i.e. Price, Location, Hotel Design, Room size, Food, Hygiene, Social Distancing Policy, Hotel Facilities & Services, Brand Name and Reputation, Personal Experiences, Privacy & Security, Promotion & Reviews, Recommendation from friends/ family, Hotel Activities and Extra Services (breakfast, room services, spa, etc.). The finding revealed from the data analysis that – on an average 171 (34.20%) respondents were ranked to 'Very high'; 170 (34%) respondents were ranked to 'High'; 22 (4.40%) respondents were 'Neutral'; 76 (15.20%) respondents were ranked to 'Low'; and 61 (12.20%) respondents were ranked to 'Very low'.
- The researcher find out various variables which have significant influence in the perception of service quality of a five star hotel. To know the travellers' perception towards 'Dimensions of Service Quality' of five star hotel; the researcher sort out 10 dimensions of services quality i.e. Access, Communication, Competence, Courtesy, Credibility, Reliability, Responsiveness, Security, Tangibility and Understanding. The information received from the respondents is analysed and interpreted. The data analysis shows that – on an average 163 (32.60%) respondents were 'Highly aware' about services

quality dimensions; 177 (35.40%) respondents 'aware'; 14 (2.80%) respondents were 'neutral'; 84 (16.80%) respondents were 'low aware'; and 162 (12.40%) respondents were ranked to 'very lower'.

- The finding revealed from the data analysis that - 204 (40.80%) respondents were ranked to 'highly agree' with the statement of 'Effectiveness of Five star Hotel's benchmark sustainable practices'; 217 (43.40%) respondents were ranked to 'effective'; 29 (5.80%) respondents were 'Neutral'; while 38 (7.60%) respondents were ranked to 'Not effective; and remaining 12 (2.40%) respondents were ranked to 'Highly not effective.
- The data analysis revealed that - 55 (11%) respondents were ranked to 'highly agree' with the question statement that *'Did you encounter any issue with hotel amenities, facilities, services, etc?'*; 69 (13.80%) respondents were ranked to 'agree'; 38 (7.60%) respondents were 'Neutral'; while 145 (29%) respondents were 'disagree; and remaining 193 (38.60%) respondents were ranked to 'Highly disagree'.
- 51 (10.20%) respondents were 'highly agree' with the question statement that *'If you had any issues during your stay that were resolved effectively and immediately'*; 65 (13%) respondents were 'agree'; 176 (35.20%) respondents were 'Neutral'; while 117 (23.40%) respondents were 'disagree; and remaining 91 (18.20%) respondents were ranked to 'Highly disagree'.
- Customer satisfaction is influenced by travellers interaction tactics used in five hotels in Maharashtra. The question statement placed before the respondents. In this regards the researcher sort out 5 influencing factors i.e. Seasonal (Offseason) discounts, Festival, Special facilities, Promotional offers, Loyal customer discounts and offers, Club / Regular member discount, and Customer relationship management practices of Hotel. The data analysis shows that – on an average 154 (30.80%) respondents were ranked to 'Highly Influenced'; 152 (30.40%) respondents were ranked to 'Influenced'; 32 (6.40%) respondents were 'Neutral'; 93 (18.60%) respondents were ranked to 'Not Influenced'; and 69 (13.80%) respondents were ranked to 'Highly Not Influenced'.
- 210 (42%) respondents were 'highly agree' with the question statement that *'Do you agree that the Services Quality Relates With Customer Satisfaction'*; 243 (48.60%) respondents were 'agree'; 19 (3.80%) respondents were 'Neutral'; while 17 (3.40%) respondents were 'disagree; and remaining 11 (2.20%) respondents were ranked to 'Highly disagree'.
- The data analysis shows that - 198 (39.60%) respondents were ranked to 'highly effective' to the services management of five star hotel; 190 (38%) respondents were ranked to 'effective'; 20 (4%) respondents were 'Neutral'; while 53 (10.60%) respondents were ranked it to 'not effective; and remaining 39 (7.80%) respondents were ranked to 'Highly not effective'.
- Travellers' satisfaction remains the cornerstone of enduring success of five star hotels. Researcher find out various factors which is related to the customers' satisfaction for overall services of a five star hotel. To know the travellers' overall satisfaction about various factors of five star hotel; the researcher sort out 10 satisfaction attributes i.e. Value for price paid, Promptness & Quality of service, Quality of food & beverage, Check-in & Check-out services, Staff's Friendliness, Courtesy, Responsiveness & Hospitality, Décor, Cleanliness, Room comfort, Housekeeping, Heating / cooling in the room, Facilities and amenities, Location and accessibility, Personalization of the experience, and Hotel's benchmark best practices. In this regards the findings revealed from the data analysis that – on an average 172 (34.40%) respondents were highly satisfied with the services of five star hotel; 176 (35.20%) respondents were 'Satisfied'; 21 (4.20%) respondents were 'Neutral'; 70 (14%) respondents were 'Dissatisfied'; and 61 (12.20%) respondents were 'Highly dissatisfied' from the services provided by five star hotel.
- Customer satisfaction has become a key performance indicator for the five star hotel. Travellers' demands and expectations are ever increasing and altering at a rapid rate in the hotel industry. Customer satisfaction refers to how a service's perceived performance matches or surpasses customer expectations. Ideally, the inability of service to meet customer expectations leads to dissatisfaction. This survey was carried out to assess the customer satisfaction employing '*Servqual model*'. The one of the objective of this study is to examine the level of customer satisfaction and major factors contributing to customer satisfaction in the five star hotels. To know the satisfaction level of travellers of five star hotels of the five key dimensional mode i.e Tangibility, Reliability, Responsiveness, Assurance, and Empathy. In this regards the findings revealed from the data analysis that – on an average 172 (34.40%) respondents were highly satisfied with the five key dimensional model; 174 (34.80%) respondents were 'Satisfied'; 23 (4.60%) respondents were 'Neutral'; 67 (13.40%) respondents were 'Dissatisfied'; and 64 (12.80%) respondents were 'Highly dissatisfied' towards five key dimensional model of five star hotels.

These findings may also assist operators of five star hotels in improving guests' perceptions of quality, which has been found to increase perceived value and may positively influence purchase or revisit intentions.

Testing of Hypotheses:

Hypothesis No. 01:

- **Travellers' perception towards Dimensions of Service Quality of Five Star Hotel in Maharashtra is low.**
- **Travellers' perception towards Dimensions of Service Quality of Five Star Hotel in Maharashtra is high.**

The result from Chi-square test indicates that-

Degree of freedom (n-1) = (5-1) = 4 at 5% level of significance is 9.49. The calculated value is 83.11. The calculated value is more than the table value hence the **"H_0: Travelers' perception towards Dimensions of Service Quality of Five Star Hotel in Maharashtra is low***"* is rejected and alternative Hypothesis formulated for the study **"H_1: Travelers' perception towards Dimensions of Service Quality of Five Star Hotel in Maharashtra is high"** is accepted.

Hypothesis No. 02:

- **Travelers satisfaction is not influenced by interaction tactics used in five star hotels in Maharashtra.**
- **Travelers satisfaction is influenced by interaction tactics used in five star hotels in Maharashtra.**

The result from Chi-square test indicates that-

Degree of freedom (n-1) = (5-1) = 4 at 5% level of significance is 9.49. The calculated value is 53.10. The calculated value is more than the table value hence the **"H_0: Travelers' satisfaction is not influenced by interaction tactics used in five star hotels in Maharashtra***"* is rejected and alternative Hypothesis formulated for the study **"H_1: Travelers' satisfaction is influenced by interaction tactics used in five star hotels in Maharashtra"** is accepted.

Hypothesis No. 03:

- **H_0: Travelers are not satisfied with overall services provided by Five star hotels in Maharashtra.**
- **H_1: Travelers are satisfied with overall services provided by Five star hotels in Maharashtra.**

The result from Chi-square test indicates that-

Degree of freedom (n-1) = (5-1) = 4 at 5% level of significance is 9.49. The calculated value is 98.55. The calculated value is more than the table value hence the **"H_0: Travelers are not satisfied with overall services provided by Five star hotels in Maharashtra.***"* is rejected and alternative Hypothesis formulated for the study **"H_1: Travelers are satisfied with overall services provided by Five star hotels in Maharashtra."** is accepted.

Conclusions:

Based on the findings of the study following conclusions are drawn-

- Evaluation of customers' perception and satisfaction of service quality is widely acknowledged as being a favorable strategy in the five-star hotel industry. In recent years, the hotels in Maharashtra have encountered difficult times due to the increasing customer demands, and due to the strong internal industry competition development.
- Service sector is very pivotal in the contemporary world. It adds majorly to the sustainable development of an economy. Five star hotels contribute significantly towards service sector.
- Service quality is the need of the hour and it is highly relevant in attaining success for any organization. Five star hotels are no exception to such organizations. To earn competitive edge over rival companies it is important for every hotel to ensure high standards of service quality.
- In order to ensure maximization of customer satisfaction, it is important for any service provider to understand how customers evaluate the various dimensions of service quality provided to them. (Tangibility, Reliability, Responsiveness, Assurance, Empathy)
- Some of the five-star hotels have adopted a range of sustainable practices including the wood key cards, glasses made of custom wide bottles and the reusable socks rather than the use of slippers and the use of

organic cotton sheets. This has reduced their operating cost. In addition to this, the hotel has developed a unique reputation for following the sustainable practices.

- Some of the five star hotels must implement structured CRM policy these hotels should make use of (IT) Information technology and software in their day to day working to ensure efficiency and develop effective CRM Policies by creating data bank of their customers related to the likes, dislikes and preferences details of their customers for continuous business developments.
- It can be concluded that if the expectations of the customers are met they would be satisfied by the facilities related to current trends and would return back adding to the re-venue of the hotel and survival in the competitive global market.
- When customers come to hotel, they need to delay a long-time for checking-in; it will cause bad impression to customers. Therefore, services in the select star hotels must to be performed on time at the first time to create compassion for new customers as well as sustain customer loyalty.
- The select five star hotels should improve the serving skills of receptionists which play an important role in customers' positive thinking and satisfaction.
- The select five star hotels may perhaps provide enough amenities to employees so as to enhance the reliability, so that they can help customers in time. The select hotels are supposed to provide the best amenities and the best service to feel customers perceived high in value which is positively affecting the customer satisfaction.
- Majority of the five star hotels were implementing formal relationship in their hotels, they were giving importance to formal relationship marketing strategies in their hotels. Almost all the hotels were emphasizing on forming long term relationship with their customers
- Hotels are continually seeking new ways to acquire, retain and increase business, since the cost of losing customer is rising. Especially five-star category hotels need to put in place competitive marketing strategies to improve their competitiveness and thus retain customers.
- The study showed that five factors play a vital role in influencing the perception of customers toward service quality in five star hotels. The study indicated that among the various service quality dimensions, 'Tangibility' is the best predicator, followed by 'Empathy', 'Assurance', 'Reliability' and 'Responsiveness'.
- Majority of the customers expressed their satisfaction with the overall service they received from the hotel, especially regarding 'Tangibility', 'Responsiveness', 'Assurance', 'Reliability' and 'Empathy'.
- Customers' expectations had been influenced by their knowledge about green standards of hotel practices.
- *The future sustainability of five star hotels in the face of fierce competition relies much on providing quality services at reasonable price. Thus, measuring and understanding how customers perceive the service quality cannot be undermined.*
- Service sector is most growing sector in the world and services in five-star hotel industry are evaluated by its quality. Service quality in hospitality sector is prominent part of hotel industry. It is more important when tourists from worldwide visits to five star hotels in Maharashtra as tourist destination or stays for business purpose.
- The Government of India introduced hotel rating system as a mark of quality and an indicator of standard of services offered in hotels as compared to the international ones.
- We identified main reasons of dissatisfaction appear in staff, service, room, cleanliness, slow booking, and pandemic response by hotel. Findings of this study will help senior managers of Maharashtra in providing new and effective services that can satisfy customers and restore their confidence.
- Comfortable environment and reasonable price are the major reasons for customer revisit, and customer revisit also has significant correlation with gender, age, marital status, occupation and willingness to recommend the hotel to their friends and family.

The study concludes by discussing and recommending some strategic issues to be implemented in order to raise positively the level of customers / tourists / travelers perceptions and satisfactions.

Important Suggestions:

This section discusses the various suggestions received from the travelers. This study analyses the quality of various services initiatives prevailing at the five star hotels in the state of Maharashtra in India for which our study can certainly help in generating different guidelines to ensure the optimal levels of quality as desired by the guests at the hotels which will help in development of a long term and sustainable quality initiative in the sector compared to international standards.

- Five star should formulate their business strategies using the current trends to attract the Customers. After conducting this research and getting insight from the research, the researcher would like to recommend the following.
- The results of the analysis allow to formulate recommendations for five-star hotel owners, managers, as well as local authorities. As insufficient cleaning was one of the most stressed remarks, more rigorous hotel cleaning procedures should be introduced along with hotel maintenance and repair management.
- Most of the traveller's decide a particular destination based on the entertainment factor. So, the tourism Ministry can give more importance in the development of entertainment factors in the tourism destination.
- The travellers' before deciding particular tourist destination collect information about that destination. Hence, the information source for the tourist destination can be increased for the benefit of travellers.
- Online advertisement can be improved to attract the travellers' to know about a particular destination.
- Road and Rail transport facilities has to be improved for the tourism destination, since, the travellers' prefer to travel by car, bus, and trains. In recent days, the travellers' prefer airlines. So, the airline services can be provide air travel concessions and other benefits to attract the travellers' prefer to travel in airlines as it is the fastest means of transport.
- The travel agent should provide a wide range of travel options to attract the travellers' with a best price. The travel agent can provide better services with regards to their guide services. They should offer attractive range of travel options. In modern days, International tours are also preferred by most of the travellers'. So, the travel agents should improve their passport and visa services for the travellers'.
- Emphasis should be given on selling of the hotel travel desk services, chauffer services for airport pick up and local transport which will serve as an additional revenue source for the hotel.
- As a global trend the telephone operator services to be merged with the front desk services.
- To enhance the guest stay and overall experience employees to be made more sensitive towards the needs and preferences of the guest through briefing & training programs.
- Management of the five star hotels should consider improving the parking experience for their guests by either introducing valet parking services at nominal rates or by way of capacity enhancement.
- A large number of responding travellers suggested that facilities like a first-aid room, hygienic and clean toilets, complementary Wi-Fi connectivity and bank ATMs are important and were either not present or were not at par with international standards.
- The implementation of quality management systems would improve the quality of all services delivered in hotels. Service personnel need to have good communications skills as well as a good command of English.
- Customer service training should include instructions for dealing with foreign visitors especially with regard to cultural differences. Since the lack of entertainment was perceived as a disadvantage, organization of animation and evening programs would significantly enhance customer experience as well as serving more diversified meals. Moreover, it is necessary to develop programs aimed at protection of the environment.
- The Indian government must frame mandatory regulations for the five-star hotels to adopt the use of green practices which minimizes wastage and promotes sustainability.
- The Indian government can also offer incentives in the form of tax rebates. Further, the government must monitor the use of sustainable practices by publishing the sustainability report for five star hotels.
- The government can create awareness among the five-star hotels in India that regarding the adoption of such practices which would not only build their unique image but also reduced the cost of operating.
- Five-star hotel industry should provide services in such a way that they should meet expectation of customer at desired level. They should enhance their services from time to time.
- Innovative technique should be used to retain the same customer. Five-star hotel industry should innovate in amenities, rather than giving same thing which are common in every hotel industry.

- Manager should make provision for customized services which should for customer and focus on customer problem and make necessary grievance for them.
- Five-star hotel should put same rate and discount at every booking site due to which they will not lose the customer.
- The Hotel has to provide other benefits such as incentives and rewards etc.
- Management must envisage it, take initiatives, plan towards its achievement, deliver, monitor and find the means of sustaining it.
- Hotel managers must have staff retention strategies, a good communication system where employees form part of the decision-making unit to place customer needs at the centre of the business.
- This study also recommends that staff should be empowered by training them on good customer practices. Staff with outstanding performance should be given incentives or motivated by rewards and recognition.
- Hotel regulatory bodies should ensure that hotel standards comply so that those that fail to meet standards are sanctioned accordingly.
- This study recommends that hotel managers should pay extra attention to the quality of room service delivered to their guests. It involves constant monitoring of T.V cable network and internet facilities to ensure their efficiency in operation and purchasing of quality products to furnish rooms.

The researcher recommends that in future similar research can be carried out on current trends and innovations in the various departments of the hotel, which are relevant to that particular period, as every year new trends emerge and the concept of customer experience gets evolved. The research could be broadened to include factors other than in-room facilities and housekeeping services which are responsible for customer satisfaction in the hotel.

Implication of the Study:

This research undertaking will be of great significance to service quality managers within the five star hotels in Maharashtra state of India. It will serve as a foundation of data that will clarify the importance of having excellent services and also its effect on travellers fulfilment. This factor enables hotels increase their market dominance. The study will be of significance to the marketing managers to know the importance of hotels offering quality services and how they play an essential role in growing customer satisfaction. This information will help marketing managers enhance their services to improve the hotel's image and sales. They need to know that they are the most critical asset of a hotel, and they determine whether the service being offered will be of high quality or not. This study will help them recognise their importance in hotels and how to relate to their customers to ensure high customer satisfaction.

Limitations & Future Research:

A more detailed study should be done on assessing the importance of the sustainable green practices. The impact of Demographic factors on the factors can be studied in more in detail. More detailed study can be done on consumer awareness, consumer attitude and willingness to pay extra charges. Personal observation interviews with the hotel employees and managers can be done to get the in depth knowledge of implementation of the sustainable practices. There is also a need for stringent policy laws and actions to implicate by the government to restrict the undue use of natural resources. In this context; the future research must be conducted to examine the impact of adopting benchmarking practices. Apart from this, the study targeted only the five-star hotels in selected districts of Maharashtra of India. Future research must be conducted in order to examine the services offered and travelers' satisfaction practices in the three star hotels all across in Maharashtra.

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